

Nyana Love

Nyana.love@aa.com | [UX Portfolio](#) | Dallas, TX

WORK EXPERIENCE

American Airlines

Fleet Service

Dallas-Fort Worth, TX
November 2024 - Present

- Serve as a frontline user of the HoneyWell Rover device, using real time tracking technology to optimize baggage routing and turnaround efficiency, contributing to on time departure in a high volume environment processing thousands of bags daily.
- Deliver seamless customer experiences by assisting passengers with way finding and travel information, supporting service recovery efforts and contributing to overall customer satisfaction during peak travel periods.
- Collaborate cross functionally with operations, customer service, and leadership teams to maintain on time performance targets, ensure safety compliance, and support efficient aircraft turnarounds under strict regulatory timelines.
- Apply situational awareness and real time problem solving to manage competing priorities during compressed turnaround windows, minimizing workflow disruptions and preventing operational delays.
- Develop and maintain a working knowledge of aviation operations systems, security protocols, and human factors principles, reinforcing data privacy standards and safety first behaviors in a regulated, high risk environment.
- Consistently selected to support in office coordination functions, partnering with managers and fleet service agents to resolve workflow bottlenecks, streamline cross functional communication, and sustain operational efficiency.

Mind of Crafts

Web Developer & UX Designer

Mansfield, TX
September 2025 - Present

- Direct end to end product design and development of a Shopify based E-commerce platform, transforming business strategy and brand positioning into a high conversion digital experience.
- Redesign information architecture and interaction flows using usability evaluation and hypothesis driven testing, improving checkout performance by 15–25%.
- Establish structured UX documentation and system states to ensure engineering clarity, long term maintainability, and consistent feature expansion.
- Balance design with technical feasibility by implementing custom front end solutions while preserving experience integrity.
- Leverage analytics insights to continuously optimize conversion funnels, increasing site traffic by 45% and improving overall customer journey efficiency

Chofeur

Lead Product Developer & UI/UX Designer

Charlotte, NC
April 2024 - October 2024

- Led product and UX strategy for a marketing tech platform serving independent fashion retailers, scaling digital experiences to drive measurable increases in foot traffic and online conversions across multiple regional markets.
- Defined research strategy and conducted in depth user interviews with boutique owners and consumers, synthesizing insights into prioritized product enhancements and experience improvements.
- Conceptualized and launched a dedicated Webflow based acquisition site, designed onboarding flows and schedule mechanisms that streamlined partner conversion and stakeholder engagement.
- Included in stakeholder strategy sessions and influenced product positioning, go to market initiatives, and feature prioritization decisions by analyzing user drop off rates, engagement metrics, and conversion data, contributing to a ~20% improvement in onboarding completion and partner acquisition.
- Established and maintained high fidelity design systems and prototypes using Figma, standardizing interaction patterns and component libraries across multiple products, enabling cross functional alignment, reducing design to development iteration cycles by 25%, and increasing feature adoption efficiency by 30%.

EDUCATION

University of Houston

Bachelor of Science in Consumer Science and Technology

Houston, TX
Graduated December 2022

CERTIFICATIONS

UDEMY - Data Analytics and Application (December 2024)

UDEMY - Marketing Strategy: How to Promote & Sell Your Brand (December 2024)

SKILLS

Microsoft Suite, Adobe Analytics, Adobe CC, Adobe Illustrator, Adobe Acrobat, Sigma, Webflow, HTML/CSS, Liquid, JavaScript, Google Analytics, Google SEO Tools, Shopify, Market Research, Canva, GoDaddy, Wix, Sketch, Axure